



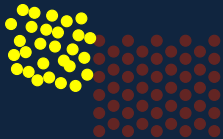

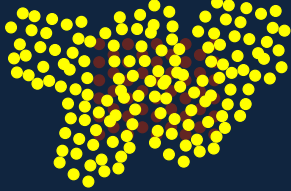
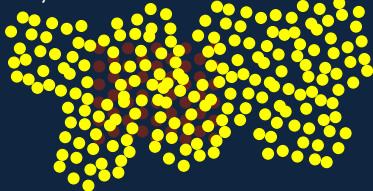
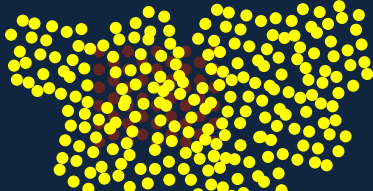

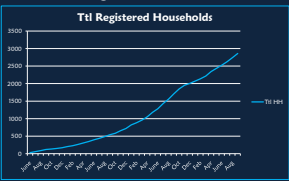


<p><u>Slide 1</u></p>	<p>Working Between the Lines: meeting the unmet need of personal and household hygiene</p> <p>or,</p> <p>recognizing the demise of the Toilet Paper Fairy</p> 	<p>Good morning. My name is Christine Thompson; I'm the minister for the Personal Essentials Pantry at Zion Church. We focus on assisting with the essentials of personal and household hygiene – not a glamorous ministry, but one that's sorely needed, just <i>because</i> it's so often been overlooked.</p>
<p><u>Slide 2</u></p>	<p>Personal Essential Pantry Zion Church, ELCA</p> <p>Helping with the “down and dirty” stuff of personal and household routines: stuff to keep body and soul spiffed and neatened</p> 	<p>Today's presentation is, in fact, on just <i>how</i> overlooked this need area is – and what we now know about what's been overlooked.</p> <p>There's a lot to say – I could probably speak for several hours – but I'm going to work very diligently at keeping this presentation within our allotted time of 75 minutes, with 15 minutes of that time devoted to your questions and my answers. To make sure that we do have that time, though, I'm going to ask that you keep your questions until the end.</p>
<p><u>Slide 3</u></p>	<p>Your hand-out has...</p> <ul style="list-style-type: none"> • A note-taking version of this presentation (with cross-references to other sections); • Post-it pads for marking questions; • An outline of what's on the CD; and • The CD with background information on the material being presented 	<p>To make that easier, you'll notice that the handout in front of you has a note-taking version of the presentation you're about to hear. You'll also notice that there are small post-it pads scattered around. Please feel free to use those to mark the slides and pages you want to come back to at the end of this presentation. Finally, although you probably won't be able to make use of it <i>here</i>, you have a CD with further background and more detailed information on this material, with cross-references noted on the slides to the specific sections and files on the CD.</p>

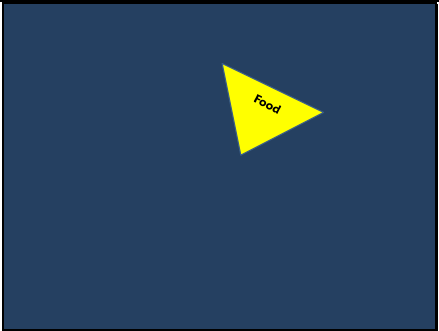
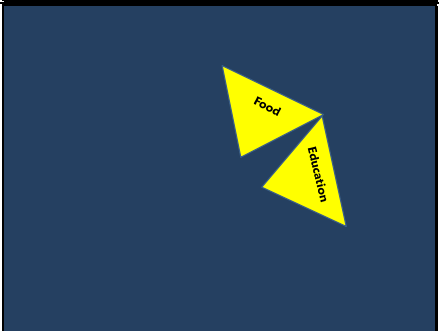
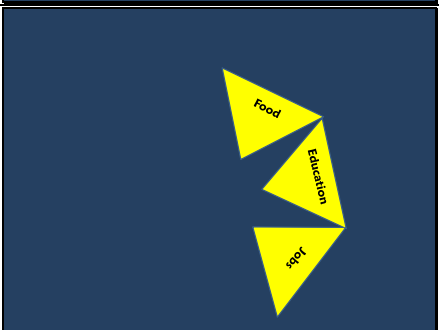
Slide 4	Let's Begin at the Very Beginning	What we're going to be discussing is how we got started;
Slide 5	Let's Begin at the Very Beginning Realizing the Extent of the Need	...coming to understand the scope of the need;
Slide 6	Let's Begin at the Very Beginning Realizing the Extent of the Need Family Budgets: The Models	...looking briefly at the various family budget and economic models involved in poverty research;
Slide 7	Let's Begin at the Very Beginning Realizing the Extent of the Need Family Budgets: The Models What Do We Know?	...what we <i>do</i> know now about this need area;
Slide 8	Let's Begin at the Very Beginning Realizing the Extent of the Need Family Budgets: The Models What Do We Know? Product Control and Distribution	...what this means for controlling product distribution;

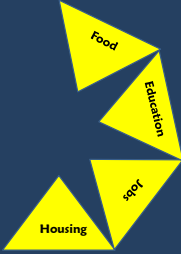
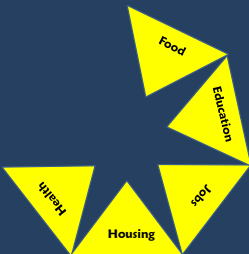
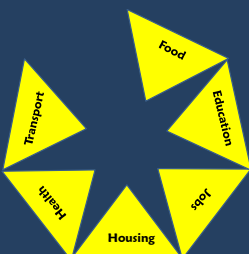


Slide 9	<p>Let's Begin at the Very Beginning Realizing the Extent of the Need Family Budgets: The Models What Do We Know? Product Control and Distribution What We Don't Know</p>	...what we still <i>don't</i> know about this area;
Slide 10	<p>Let's Begin at the Very Beginning Realizing the Extent of the Need Family Budgets: The Models What Do We Know? Product Control and Distribution What We Don't Know Where We Can Go From Here</p>	...and where we might go from here to better understand and serve this area.
Slide 11	<p>The Need Area Realizing the Extent of the Need Family Budgets: The Models What Do We Know? Product Control and Distribution What We Don't Know Where We Can Go From Here 15' Q&A</p>	Then we'll take time for your comments and questions – and any questions I can't answer, I promise get to back at my office.
Slide 12	<p>Let's begin at the very beginning...</p>	Let's begin at the very beginning: How did the Zion Personal Essentials Pantry get started? What inspired it?
Slide 13	<p>The Zion Pantry begins...</p>  <p>What more can we be doing for our neighborhood?</p> <p>x-ref: PEP_History.pdf</p>	The actual seed of the Pantry was planted on May 11, 2006, at an adult ed discussion group. It was one of those lazy, getting-to-the-end-of-the-year sessions, when someone asked, "What more can we be doing for our neighborhood?"




Slide 14	<p>You know...</p>  <p>...food pantries are always being asked for...</p>	<p>And the answer came back immediately, as James said, “You know, food pantries are always being asked for personal hygiene stuff; and the pantries never have it. We should do that.”</p>
Slide 15	<p>Personal Essentials Pantry Zion Church ELCA <i>Mission Statement</i></p> <p>We have been blessed by God with an abundance of gifts. In response, we share God's love and God's kingdom.</p> <p>We are: <i>Helping with the essentials of personal and household hygiene, showing God's grace and love through these tangible gifts.</i></p> <p>x-ref: PEP_Mission_Statement_2008.pdf x-ref: PEP_Plan_of_Operation_March_2009.pdf x-ref: The_Reasons_Behind_the_Operations_Plan.pdf</p>	<p>And so we did. We set up a Pantry to deal specifically with the essentials of personal and household hygiene. And that was about the extent of the planning. We'd do it. We'd just <i>do</i> it.</p> <p>The first two households were registered on June 8, 2006, three and a half weeks after that initial discussion.</p>
Slide 16	<p>Setting our goal...</p> <p>50 households by June of 2007: 50 households in 12 months</p> 	<p>When the pantry was set up, the congregation set what they thought was a <i>very</i> optimistic goal – that they be able to reach 50 households by June of 2007: 50 households within 12 months...</p> <p>...Who knew?</p>
Slide 17	<p>The actuality...</p> <p>June 2006: 28 households</p> 	<p>By the end of June 2006, we had already achieved over half of that goal, having registered 28 households.</p>
Slide 18	<p>The actuality...</p> <p>August 2006: 87 households</p> 	<p>By August, we were up to 87 households...</p>

Slide 19	<p>The actuality...</p> <p>November 2006: 150 households</p> 	<p>By November, five months after opening, we'd achieved three times our initial goal, and were at 150 households...</p>
Slide 20	<p>The actuality...</p> <p>January 2007: 203 households</p> 	<p>And seven months in, we were slightly over four times that initial goal.</p>
Slide 21	<p>The actuality...</p> <p>March 2007: 229 households</p> 	<p>By nine months in, March 2007, we'd increased by another 26, to 229...</p>
Slide 22	<p>The actuality...</p> <p>June 2007: 398 households</p> 	<p>And by the time of our first anniversary, we were at 398 households. For anyone who's lost track, that's almost eight times what we expected – what we'd hoped we'd be able – to reach.</p>
Slide 23	<p>The actuality...</p> <p>June 2006 to August 2009: 28 to 2,742</p>  <p>x-ref: Summative Household & Registration Data.pdf</p>	<p>And the increase rate hasn't really slowed down by any great degree. As of September 30, 2009, we stood at 2,861 households registered, 2,187 of whom we'd seen at least once within the last 18 months. And on any given service day, somewhere between 10% and 40% of our guests will be new registrants.</p>






Slide 24	<p>Looking at the Extent of the Need</p>	<p>Clearly, we'd underestimated either the scope of the need, or our effectiveness at outreach and publicity.</p>
Slide 25	<p>Looking at the extent of the need:</p> <ul style="list-style-type: none"> • How many folks need us? • How much do they need? • Where do we fit in the overall picture? • What else is going on? 	<p>Since we weren't doing much of anything to promote ourselves other than just <i>being</i> there, we'd almost certainly underestimated the scope of the need. What was going on here? What had we been missing?</p>
Slide 26	<p>Back to a different beginning...</p>  <p>If food pantries aren't doing this... is <i>anybody</i> doing this?</p>	<p>Well, we knew that food pantries were being asked to help in this area, but were generally falling short of the need. Was anybody else helping? We started looking....</p>
Slide 27	<p>Poverty abatement: What areas <i>are</i> looked at?</p> <ul style="list-style-type: none"> – Food insecurity – Access to education – Workforce development and workforce justice – Housing and shelter – Healthcare access and affordability – Transportation – Community resources 	<p>Most efforts in the area of poverty abatement are grouped by specific focus areas. While they differ from conference to conference, and committee to committee, most times you'll see a breakdown something like what we've shown here.</p> <p>But as we looked at what was going on in these areas, we realized that – as important as these areas are – they were all overlooking the necessary building block of personal and household hygiene. No matter how carefully we looked, we couldn't find our mission area directly addressed in any of them; and yet, we realized, our mission area affects pretty much all of them.</p>

Slide 28	<p>On the policy level, personal and household hygiene has been pretty much an invisible need...</p>	<p>On the policy level, in fact, this need area seems to be pretty much an invisible need...</p>
Slide 29	<p>On the policy level, personal and household has been pretty much an invisible need...</p> <ul style="list-style-type: none"> – Food insecurity – Education matters – Workforce development and workforce justice – Housing and shelter – Healthcare access and affordability – The unbanked and under-banked – Community approaches to ending poverty 	<p>...possibly presumed to be part of something in the traditional list of focus areas, but never explicitly included in any of them.</p> <p>Each focus area pretty much stayed focused.</p>
Slide 30		<p>I mean, if we could get hunger taken care of, we'd be in pretty good shape, right? Who needed to worry about more than helping with food?</p>
Slide 31		<p>...oh, perhaps some help with education...</p>
Slide 32		<p>...and of course making sure that people could get jobs...</p>

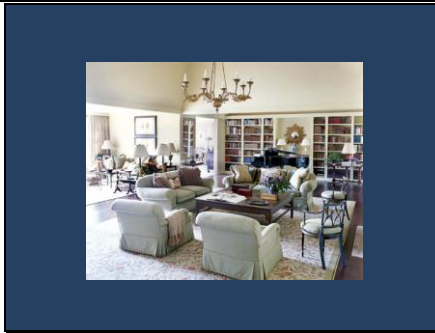
Slide 33		...and working to ensure adequate housing....
Slide 34		...and of course access to health care was important...
Slide 35		...and we'd probably better take a look at transportation issues...
Slide 36		...and perhaps a look at community involvement– but surely that would cover it, right?
Slide 37		But in point of fact, if we don't give consideration to personal and household hygiene, <i>none</i> of these areas will function well.

Slide 38	<p>What we do isn't hunger...</p> 	<p>What we do certainly doesn't end hunger....</p>
Slide 39	 <p>...but folks will eat a lot safer if they can wash the pots and pans they cook the food in.</p>	<p>...but folks will eat a lot safer if they can wash the pots and pans they cook the food in.</p>
Slide 40	<p>What we do isn't education...</p> 	<p>What we do isn't education...</p>
Slide 41	 <p>...but both kids and adults learn a lot better if they aren't worried about classmates teasing them about their clothes, their odor.</p>	<p>...but both kids and adults learn a lot better if they aren't worried about classmates teasing them about their clothes, their odor, their appearance.</p>
Slide 42	<p>What we do isn't employment...</p> 	<p>What we do isn't employment....</p>

<p>Slide 43</p>	 <p>...but it's a lot easier for folks to get and keep a job when they're able to shower, shave, shampoo.</p>	<p>...but it's a lot easier for folks to get and keep a job when they're able to shower, shampoo, shave, wash their clothes, use deodorant....</p>
<p>Slide 44</p>	<p>What we do isn't housing...</p> 	<p>What we do isn't housing....</p>
<p>Slide 45</p>	 <p>...but the landlord will be a lot happier if the floors and windows and toilet are cleaned occasionally.</p>	<p>...but the landlord will probably be a lot happier if the floors and windows and toilet are cleaned occasionally; and getting the security deposit back will almost certainly not happen without that.</p>
<p>Slide 46</p>	<p>What we do isn't health....</p> 	<p>What we do isn't health...</p>
<p>Slide 47</p>	 <p>...but folks are much less prone to a whole host of health problems if they can brush their teeth on a regular basis.</p>	<p>...but folks are much less prone to a whole host of health problems if they can brush their teeth on a regular basis, and simple scratches are a lot less likely to turn infected if soap and band-aids are available.</p>

Slide 48	<p>The essentials of personal and household hygiene... ...are not taken care of by some "toilet paper fairy."</p> 	<p>The essentials of personal hygiene are not taken care of by some "toilet paper fairy" who stops by in the night to replenish the supply and restock the shelves in the bathroom...</p>
Slide 49	<p>The essentials of personal and household hygiene... ...are not taken care of by some "toilet paper fairy."</p> <p>They are real needs, that have been overlooked by our social and welfare policies for far too long.</p> 	<p>...nor are they luxuries that can be left off to one side until all the other needs are met. They are real needs, that have been overlooked by our social and welfare policies for far too long.</p>
Slide 50	<p>The essentials of personal and household hygiene... ...are not taken care of by some "toilet paper fairy."</p> <p>They are real needs, that have been overlooked by our social and welfare policies for far too long.</p> <p>They are real needs, that affect all realms of daily and community living.</p> 	<p>They are real needs, that affect all of the areas of life, from hunger abatement to housing availability to health care to employment to education to community involvement.</p>
Slide 51	<p>So how come this is so invisible?</p> 	<p>So, how come this area is so invisible, so unnoticed?</p> <p>We can't prove it, but here's our best guess.</p>
Slide 52	<p>The way we were....</p> 	<p>We <i>don't</i> intend to be anti-male here, but a quick look at the general social picture during the 1930s, when we were dealing with the Great Depression, and the 1960s, the time of Lyndon Johnson's "Great Society," reminds us that, for the most part, women were perceived to be at home, and men were predominant in the workplace...</p>

Slide 53



...and what happened at home was invisible. Housework just happened: toilet paper magically appeared in the bathroom, soap magically appeared by the sink, clean clothes magically appeared each laundry day, and the house was always spotless.

Slide 54



It was obvious: There was a Toilet Paper Fairy who took care of all such needs, so that Mrs. Wife could appear at the front door, beautiful, poised, and alluring, as Mr. Husband arrived home.

In fact, we have a whole TV genre named after this area – the soap opera – so-called because the chief sponsors were the folks who made laundry soap, dish soap, body soap, hair soap... all of which were advertised only during the day, because that's when the folks who used them were home watching television, while they were doing the laundry, the dishes, the ironing. To everybody else, those products just kind of appeared out of nowhere.

Slide 55



Today, that gender division has been much diminished – though it hasn't entirely disappeared – and these products are advertised day and night. Nonetheless, they're still, in a way, invisible. It's just that the way they're invisible has changed.

As you can imagine, we get a lot of paper bags coming through our Pantry. As I was unloading one of those paper bags, I was struck by the shopping list that appeared on its side. Right there in front of me was the proof that not *everybody*


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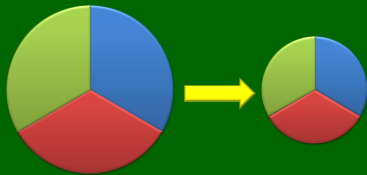
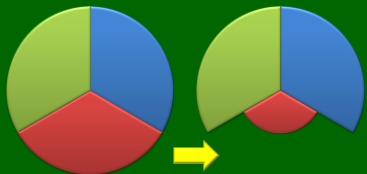
		ignores this area – here’s a national chain that knows that these products are part of the normal weekly grocery list.
Slide 56	<p>Food stamps=grocery stamps – NOT!</p> <ul style="list-style-type: none"> • Meat for Sunday • Lunchmeat • Milk • Cheese • Orange Juice • Shampoo • Fruit: bananas? • Green beans • Toilet paper • Bread • Laundry soap • Bath soap  <p>x-ref: http://www.fns.usda.gov/snap/retailers/eligible.htm</p>	<p>And, indeed, most of us buy our personal and household hygiene products when we’re going grocery shopping, whether it’s all at one store or across several stores – and so we think of them as just part of our normal drill.</p> <p>But, food stamps cover <i>only</i> food – no paper products, no soap, no shampoo, no diapers.... They’re <i>food</i> stamps, not <i>grocery</i> stamps.</p> <p>Personal and household hygiene products may be a <i>part</i> of normal grocery shopping, but they’re invisible as far as being an <i>essential</i> part of grocery shopping.</p>
Slide 57	<p>Family Budgets: The Models</p>	<p>So, where are these products in our models of family budgets? How do they get measured in poverty studies?</p>
Slide 58	<p>Family budgets: The models</p> <p>?</p> <p>x-ref: MAWKI Economy.pdf x-ref: Referencees.pdf</p>	<p>The simplest answer is: It’s really, really tough to be sure.</p> <p>I have, I think, looked at every paper listed with the Social Science Research Network, and several of the seminal resources, that deal with budget models or economic models. And what I’ve found is that, although there may be data tucked away, this need area doesn’t get broken out and discussed except as “Other,” or worse, “Miscellaneous.” This wouldn’t be so bad, except that this</p>




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		<p>category “Other” seems to be a lot more critical than its name would imply. “Other” is almost always seen as “those extras that people buy but don’t need,” and “Miscellaneous” is even worse – that’s stuff that probably shouldn’t even be looked at by serious researchers, right?</p>																												
Slide 59	<div>The family budget: The models</div> <div>2005 Consumer Expenditure Survey Diary</div> <ul style="list-style-type: none">• Food and Drinks Away from Home• Food and Drink for Home Consumption• Clothing, Shoes, Jewelry and Accessories• All Other Products, Services, and Expenses <div>x-ref http://www.bls.gov/cex/csxann05.pdf</div>	<p>But just as we were about to despair... we found the <i>data</i>, not just commentary, for the 2005 Consumer Expenditure Survey.</p> <p>Although it looks like our area, of personal and household hygiene, is going to be tucked away and ignored among a whole host of heaven-knows-what categories...</p>																												
Slide 60	<div>All Other Products, Services, and Expenses</div> <table><thead><tr><th>Item</th><th>All consumer units</th><th>Lowest 20 percent</th><th>Second 20 percent</th><th>Third 20 percent</th><th>Fourth 20 percent</th><th>Highest 20 percent</th></tr></thead><tbody><tr><td>Household operations</td><td>801</td><td>258</td><td>425</td><td>579</td><td>687</td><td>1,032</td></tr><tr><td>Housekeeping supplies</td><td>611</td><td>301</td><td>404</td><td>548</td><td>751</td><td>1,032</td></tr><tr><td>Personal care products and services</td><td>541</td><td>253</td><td>363</td><td>472</td><td>621</td><td>1,005</td></tr></tbody></table>	Item	All consumer units	Lowest 20 percent	Second 20 percent	Third 20 percent	Fourth 20 percent	Highest 20 percent	Household operations	801	258	425	579	687	1,032	Housekeeping supplies	611	301	404	548	751	1,032	Personal care products and services	541	253	363	472	621	1,005	<p>...we discovered that if we laid aside all of the summative discussions and commentary, and went back to the original data, we could actually find something!</p> <p>According to this information, the amount spent on our area amounted to approximately 3.3% of the “normal” household budget.</p>
Item	All consumer units	Lowest 20 percent	Second 20 percent	Third 20 percent	Fourth 20 percent	Highest 20 percent																								
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Slide 61	<div>All Other Products, Services, and Expenses</div> <div>Percent of Income spent on household operations and personal care</div> <table><thead><tr><th>Income Quintile</th><th>Percent of Income</th></tr></thead><tbody><tr><td>Lowest 20 Percent</td><td>8.4%</td></tr><tr><td>Second 20 Percent</td><td>4.2%</td></tr><tr><td>Third 20 Percent</td><td>3.8%</td></tr><tr><td>Fourth 20 Percent</td><td>3.5%</td></tr><tr><td>Fifth 20 Percent</td><td>2.65%</td></tr></tbody></table>	Income Quintile	Percent of Income	Lowest 20 Percent	8.4%	Second 20 Percent	4.2%	Third 20 Percent	3.8%	Fourth 20 Percent	3.5%	Fifth 20 Percent	2.65%	<p>But that was for the “average” family. If we look at lower income levels, things change, and change somewhat disturbingly.</p> <p>Looking at the data by quintile, we find that the rate grows as household income decreases: from 2.65% of household income for the highest fifth of income levels to 8.4% for the lowest fifth of income levels. And that’s with total dollar expenditure reduced to only a fifth of that at the highest fifth, and only half of that at the median level. In other words, the folks at the bottom are spending only one</p>																
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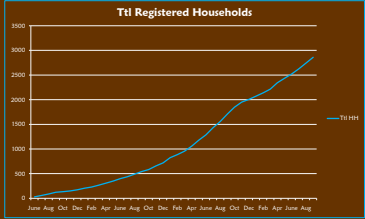
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		<p>dollar for every five that the folks at the top are spending – but that’s now triple the percentage that the highest income folks spend.</p> <p>Unless there’s a real difference in the need for personal and household care between these two extremes, something’s out of whack – and we don’t seem to be recognizing it.</p>
Slide 62	<p>The way we were...</p>  <p>x-ref aspe.hhs.gov/poverty/contacts.shtml</p>	<p>You remember I talked, a dozen slides or so ago, about, quote, “the way things were,” unquote?</p> <p>Many if not most of these models have their origin in a study done by Mollie Orshansky in 1963 and 1964. An economist working for the Social Security Administration, she was working to develop a measure to assess how opportunities varied for families with children with varying economic resources. It’s important to note that she was <i>not</i> trying to develop a definition for a poverty threshold. It’s just that her study was about the only one around when Lyndon Johnson’s administration decided to declare war on poverty – and they co-opted her study into their program.</p>
Slide 63	<p>Orshansky’s poverty thresholds</p> <ul style="list-style-type: none"> • How much nutrition is adequate for a family of a given size? • How much will that food cost? • If a family can’t afford that much.... 	<p>Orshansky’s working model – which, again, was <i>not</i> intended to serve as a model for poverty thresholds as such – began with the definition of how much, of what type, of food was needed to provide a family of a given size with adequate nutrition.</p> <p>So far, so good; understanding how much food was needed, and the cost of that food, gave her a relatively stable data</p>

		point to begin with.
Slide 64	<p>“...Food... accounted for about one third of the total income...”</p> 	<p>Orshansky relied on studies that indicated that food accounted for approximately one-third of a “normal” family’s income, across a very wide range of income levels.</p> <p>Again, so far, so good.</p>
Slide 65	<p>So, if a family has to reduce their expenditures...</p>  <p>x-ref aspe.hhs.gov/poverty/contacts.shtml, page 6</p>	<p>But then, as part of her working model and hypothesis, Orshansky assumed that, if a household needed to reduce expenditures, they would be able to cut food expenditures and nonfood expenditures <i>by the same proportion....</i></p> <p>For her study, this made sense – a family would be at risk if the presumed amount they had available for food –one third of their total income – was too low to allow them to purchase nutritionally adequate food. She wasn’t really looking at whether proportional reduction was actually happening; she just knew that if the normal income proportion devoted to food was an amount too small to provide adequate nutrition, the family was at risk.</p>
Slide 66	<p>Unfortunately, that’s not reality...</p> 	<p>Unfortunately, Orshansky’s model isn’t reality. Few of us would be able to convince our landlords to reduce our rent or mortgage by one-tenth because our income had been reduced by one-tenth; nor, probably, would the local gas station or grocery store lower their prices by one-tenth.</p> <p>As a model for Orshansky’s study itself, her assumption was fine. As a way to predict the overall needs of a family in poverty, it’s not.</p>

Slide 67	<p>And the situation gets worse...</p> 	<p>That's particularly true for our area of personal and household hygiene. Since we don't have data on much is "enough" in this area, we don't know what the critical point is for when "enough" or "almost enough" becomes "nowhere near enough."</p>
Slide 68	<p>We're a missing piece...</p> 	<p>We're like a missing piece of the puzzle.</p>
Slide 69	<p>...that needs to get looked at.</p> 	<p>But we are beginning to realize how thoroughly interlocked this area is with other poverty abatement efforts. Again:</p> <p>Folks eat a lot safer if they can wash the pots and pans they cook the food in, and the dishes they eat off of.</p> <p>Both kids and adults learn a lot better if they aren't worried about classmates teasing them about their clothes, their odor, their appearance.</p> <p>It's a lot easier for folks to get and keep a job when they're able to shower, shampoo, shave, wash their clothes, use deodorant.</p> <p>Landlords are a lot happier if the floors and windows and toilet are cleaned occasionally.</p> <p>Folks are much less prone to a whole host of health problems if they can brush their teeth on a regular basis, and simple scratches are a lot less likely to turn infected if soap and band-aids are available.</p>

Cont...

		<p>And getting involved in the community is a whole lot easier if folks don't turn away because of body odor or appearance; we've even heard of libraries that will eject patrons because of body odor.</p>
Slide 70	<p>What Do We Know?</p>	<p>So where do all these questions, where does all this research leave us? What <i>do</i> we know?</p>
Slide 71	<p>Looking at the demographics</p>  <p>x-ref: Summative Household & Registration Data.pdf</p>	<p>You'll remember this graph – it's the number of our registered households since June of 2006.</p> <p>This is the beginning of what we know. The response to our service has been many, many orders of magnitude greater than we anticipated.</p> <p>From this we can conclude <i>either</i> that there are a lot of greedy folks in Madison – or that personal and household hygiene is indeed seen by those living in poverty as a real need.</p> <p>The response has been so great, in fact, that we've given up trying to predict future enrollment; every time we tried to forecast the increase in the number of registered guests, we fell short.</p> <p>This isn't to say that we don't understand the importance of trying to forecast growth; but right now, we don't actually know that we have enough data to do a good job of forecasting.</p> <p>So for now, we're trying to figure out what data we do have, and what it means.</p>

Slide 72

The “typical” household

- 2,861 registered households
 - 8,714 individuals
 - Average household size: 3.05
 - 4,584 females
 - 4,130 males
 - Youngest household member: newborn
 - Oldest household member: 95 years
- (all data as of September 30, 2009)

One of the first questions we might ask is, “What does the ‘typical’ household look like?”

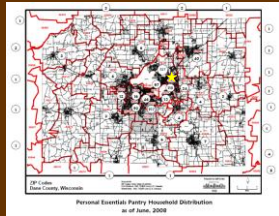
The quick answer is: There is no typical household.

We know that we have 2,861 registered households with 8,714 individuals; we know that the average household size within the PEP guest population is just over 3, a little bit larger than in the general population.

We know that we have 4,584 females and 4,130 males. We know that our youngest household member at just about any point in time is a newborn, and that our oldest member is 95 years old.

Slide 73

The geographic distribution...

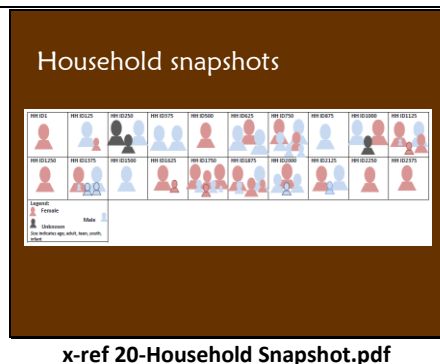


x-ref 2008 Geographic Distribution.pdf

We also know that we draw from a wide geographic area. This map was prepared for our second anniversary, in June of 2008, so the numbers have gotten larger, but the general distribution is about the same. There are certainly areas of the county where our guests are less concentrated, but there’s no area that’s immune to people experiencing poverty.

There is a pretty high concentration within the 53704 and 53714 ZIP codes: this is almost certainly due to the Pantry’s location. We’re the yellow star just above and right of center on this map, and we’re just about *exactly* on the dividing line between those two ZIP code areas.

Slide 74

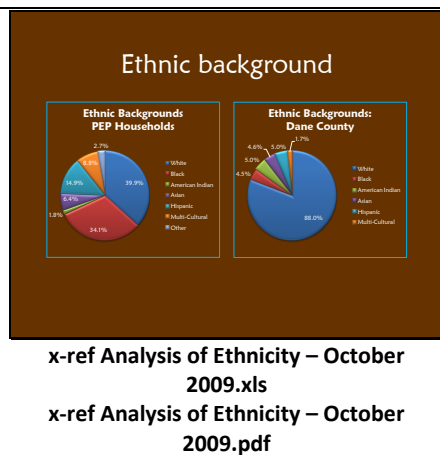


Again, though, as you can see, we really don't have a "typical" household. We have single-person households, households with only males, with only females, with two adults, with multiple adults.

This figure shows a semi-randomly selected 20 households – every 125th household, starting with Household #1. (Of course, this isn't truly random; however, there was no cherry-picking of households to come up with any sort of quote "representative" un-quote sampling of size or composition.)

So, let's look at our household data from some other angles.

Slide 75

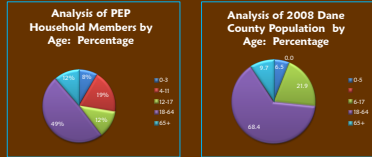
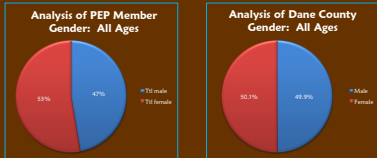
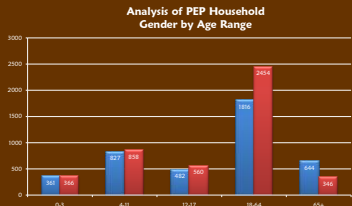


We might begin with ethnic background. The numbers here come from information provided by Pantry guests during October of 2009. Again, it's not a scientifically random sampling, but it was not hand-picked or manipulated in any way.

It is absolutely *not* surprising that people of color are much more prevalent within our guest population than within the general population of Dane County. In fact, people of color comprise more than half of our population, while they represent less than one-quarter of the general population. The largest percentage increases come in the African-American and Latino populations, which are about nine and three times greater, respectively, than in the general population.

What *is* distressingly surprising is that many of the folks who are around our building during the week assumed that people of color made up much *more* of

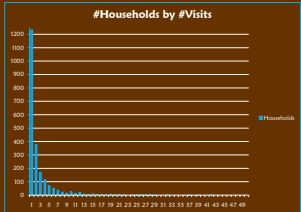
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		our service population than is the fact; they were assuming that our guest population was more like 90%+ African-American. A <i>very</i> uncomfortable surmise, for a whole lot of reasons.
Slide 76	<p>Age analysis</p>  <p>x-ref Analysis of Age and Gender.pdf</p>	And as is the case with so many measurements of poverty, children are over-represented in the Pantry population compared to the general population. Infants, children and youth account for about half of our population, but only about a quarter of the general population.
Slide 77	<p>Gender analysis</p>  <p>x-ref Analysis of Age and Gender.pdf</p>	On the other hand, gender distribution for the Pantry members proved to be much more similar to the distribution in the general population than we had anticipated. Typically, poverty affects females much more than it does males; but in our case, the disparity is a matter of no more than 2 percentage points.
Slide 78	<p>Gender analysis: Detail</p>  <p>x-ref Analysis of Age and Gender.pdf</p>	<p>However, when we look at the gender of the Pantry population in more detail, there are some interesting discrepancies.</p> <p>Notice that across dependent children, the ratio of male to female is what we'd expect given the distribution in the general population. However, for adults between 18 and 64 – the age range we would expect to see for head of household – we see a much stronger presence of females. Females make up 57.5% of the individuals in this age range, compared to 42.5% male. Not a surprise; it's been known for decades that poverty hits single-female-headed households disproportionately. If anything, it's a surprise that the discrepancy is this low.</p>

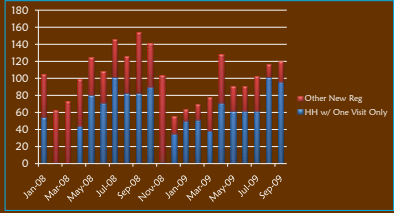
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		<p>Somewhat surprising to us was that males predominate in the 65+ category. Within the general population, females tend to be predominant in this range. Here, however, males outnumber females almost 2:1. Why? We don't yet know....</p>
Slide 79	<p>Looking at household composition</p> <p>x-ref Analysis of Household Composition.pdf</p>	<p>As we mentioned earlier, there is no “typical” household. There is, in fact, a great variety. Unfortunately, we don’t currently have parallel data for the general population to compare these data to. Within our population, we know anecdotally that there are many households that are three (or more) generations, many that are partners plus adult relatives or adult friends. It would be interesting to be able to compare this to the general population.</p> <p>One of the temptations, of course, is to label “atypical” households as abnormal and pathological – that is, the fact that they are atypical is a direct cause for their being in poverty. We need to remind ourselves that it is frequently the reverse: that is, poverty causes households to adopt coping strategies that are “abnormal” as compared to the general population, but that help achieve economic survival for households living in poverty.</p>
Slide 80	<p>And who shops?</p> <p>x-ref Analysis of Gender of Primary Across Households.pdf</p>	<p>Another aspect to examine is that, considering that this area is so often characterized as “women’s work,” there is a fairly high percentage of men who are the main Pantry contacts within these households.</p> <p>Mostly it’s women who are the shoppers, but not always. For households</p>

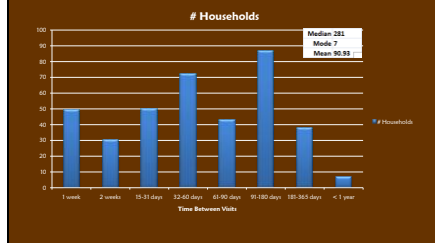
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		<p>with only one member, for example, we have a little more than 10% more men than women. And where there is one adult (only) in the households, it's about 75% as likely to be a male-headed household as it is a female-headed household – we have 96 male-headed households, and 126 female-headed households.</p> <p>Where there are two adults (only) in the household, it's almost evenly split between the genders as to who registers and therefore does (at least the first) shopping.</p> <p>Where we have adults <i>and</i> children, it goes as we'd expect from the normal population; there are 434 households where the adult female registered for herself, her male partner, and children, and only 100 households where the adult male registered for himself, his partner, and children; and we similarly see that households with three (or more) adults and children are primarily registered by a female.</p>
Slide 81	<p>Shopping visits/household</p>  <p>x-ref Analysis of Household Visits.pdf</p>	<p>Another measure of household activity, of course, is how many visits are “typical” of household use. We don't have definitive numbers yet, mostly because our tenure as a pantry is too short, and we don't know what constitutes a “typical” tenure for a household.</p> <p>However, we were somewhat surprised to learn that the majority of our guests have made only one visit to us. We don't (yet) know the <i>why</i> of this. As we'll see in a minute, this huge number – some 1,232 – can't be accounted for as all having</p>

Cont...

		<p>registered within the last couple of months. Are they households who were experiencing a sudden but very short-term crisis? were they so frustrated by what they didn't get or we didn't do that they never came back? have they moved away? We don't know the answer; but we should probably try to find out.</p>
Slide 82	<p>What about the one-time households?</p>  <p>x-ref Analysis of Household Visits.pdf</p>	<p>Again, we don't know the reasons for so many households needing or making only one visit. We thought it might be interesting, however, to look at the number of these households across time – that is, by date of registration – in relation to the total number of new registrations across that same time. There don't seem to be any particular patterns to observe here – except perhaps that if February, March, and November of 2008 – which are the only months with no single-visit household registrations –were particularly cold or stormy months, the households we saw may have been those particularly desperate for or in need our services, and that there is a correlation between such desperate need and ongoing need. For now, we at least know that a <i>lot</i> of our households visit us only once; the stereotype of families in poverty as being long-term, dependent users of services clearly does not hold up at this Pantry.</p>

And the median households?

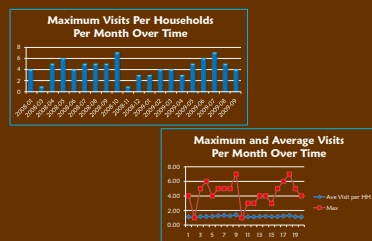


x-ref Analysis of Household Visits.pdf

The next most frequent number of visits – and the median number of visits overall – is 2. There are 377 households that have made two visits, and two visits only. According to our data, they are all households who have registered since January 1, 2008 and before September 30, 2009. We really can't say much more than that at this point in our analyses; but it is worth noting that there are 11 households where more than a year elapsed between the first and second visit. Indeed, there are two households who have 560 days between their two visits – almost two weeks more than the 18 months we have been using as a rough guide to judging a household as inactive.

The average or mean gap between first and second visits is about 91 days, but the variance in lapsed time is significant, as you can gather by the statistical calculations of mode and median. The median value – the halfway point between the shortest and longest period between visits – is 281. One week between visits is the most common value; and for whatever it's worth, of these 49 households, more than two thirds visited only in 2008. Again, these households may have made only two visits because they got frustrated with our procedures or with what we weren't able to provide them; or it may be that they were in a crisis situation, came to us for help for a week or so, and then didn't need us again. We just don't know. We should try to find out.

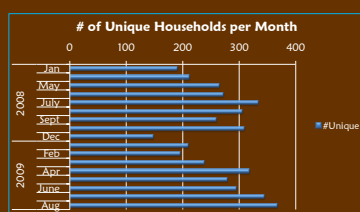
So what are the extremes?



x-ref Analysis of Household Visits.pdf

On the other hand, our Pantry policies, which allow visits on an as-needed basis, means that some households come back repeatedly to ask for the products that we were out of on their first, second, third, fifteenth, sixteenth... visits. Our most frequent guests may visit us seven times out of nine sequential service shifts – in the hopes that, eventually, they'll be able to get all of the products that their household is eligible for on the basis of household composition. This isn't always a very helpful strategy – the family may spend much more in time and transportation costs than they receive from us – but it's a strategy that a number of families use. And, until we get the funding to stock *all* of the products in *close to* the quantity needed, it's a strategy that we'll almost certainly continue to see. As you can see, however, the *average* number of visits per month – the blue line in the lower graph – stays quite stable..

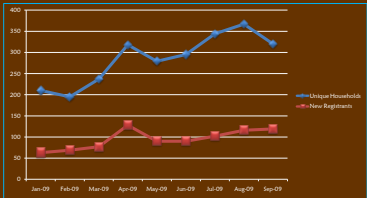
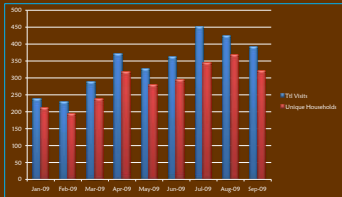
Unique households per month



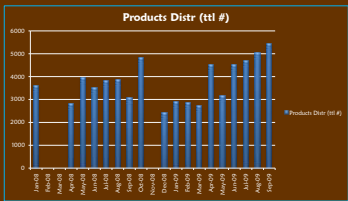
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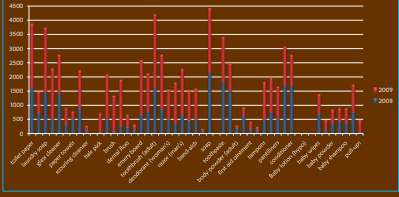
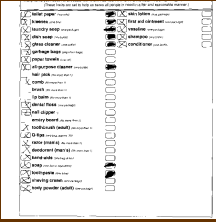
We also looked at the number of unique households visiting us each month. How many *distinct* households do we actually see each month? And what's the average number of visits each household makes?

Again, we don't have sufficient longitudinal data to explain the peaks and valleys here. We do know, as we saw in the previous slide, that the average number of visits per household per month has stayed roughly the same, at about 1.2 visits per household per month, within our data. Is this because our households are accustomed to the typical limits they




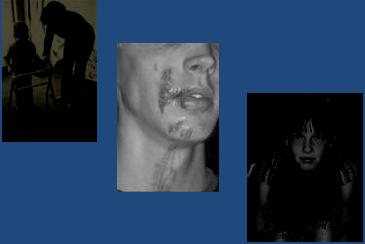

		<p>face with other direct service agencies, of one visit per month? Are they consciously timing their visits to coincide with the defined lifespan and therefore availability of products under our software system? Again, as yet we simply don't know.</p>																														
Slide 86	<p>Unique households per month versus new registration</p>  <table border="1"> <caption>Approximate data for Slide 86 chart</caption> <thead> <tr> <th>Month</th> <th>Unique Households</th> <th>New Registrations</th> </tr> </thead> <tbody> <tr><td>Jan-09</td><td>150</td><td>50</td></tr> <tr><td>Feb-09</td><td>120</td><td>60</td></tr> <tr><td>Mar-09</td><td>180</td><td>70</td></tr> <tr><td>Apr-09</td><td>320</td><td>120</td></tr> <tr><td>May-09</td><td>280</td><td>80</td></tr> <tr><td>Jun-09</td><td>300</td><td>80</td></tr> <tr><td>Jul-09</td><td>380</td><td>100</td></tr> <tr><td>Aug-09</td><td>420</td><td>116</td></tr> <tr><td>Sep-09</td><td>350</td><td>119</td></tr> </tbody> </table>	Month	Unique Households	New Registrations	Jan-09	150	50	Feb-09	120	60	Mar-09	180	70	Apr-09	320	120	May-09	280	80	Jun-09	300	80	Jul-09	380	100	Aug-09	420	116	Sep-09	350	119	<p>It's a pretty obvious correlation, but we present it here nonetheless; generally speaking, when the number of new registrations goes up, so does the number of households that we see each month. It's not, though, a direct 1:1 correlation. You'll notice that in February, the number of new registrations did go up, but the number of unique households went down. From May through August, the number of unique households increased more than the number of new registrations; and in September, although the number of new households increased slightly (there were 116 new registrations in August, and 119 in September), the number of <i>unique</i> households decreased quite sharply.</p>
Month	Unique Households	New Registrations																														
Jan-09	150	50																														
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Slide 87	<p>Unique households vs total visits</p>  <p>x-ref Analysis of Household Visits.pdf</p> <table border="1"> <caption>Approximate data for Slide 87 chart</caption> <thead> <tr> <th>Month</th> <th>Total Visits</th> <th>Unique Households</th> </tr> </thead> <tbody> <tr><td>Jan-09</td><td>250</td><td>220</td></tr> <tr><td>Feb-09</td><td>240</td><td>210</td></tr> <tr><td>Mar-09</td><td>280</td><td>250</td></tr> <tr><td>Apr-09</td><td>350</td><td>320</td></tr> <tr><td>May-09</td><td>320</td><td>280</td></tr> <tr><td>Jun-09</td><td>340</td><td>300</td></tr> <tr><td>Jul-09</td><td>420</td><td>350</td></tr> <tr><td>Aug-09</td><td>400</td><td>380</td></tr> <tr><td>Sep-09</td><td>380</td><td>350</td></tr> </tbody> </table>	Month	Total Visits	Unique Households	Jan-09	250	220	Feb-09	240	210	Mar-09	280	250	Apr-09	350	320	May-09	320	280	Jun-09	340	300	Jul-09	420	350	Aug-09	400	380	Sep-09	380	350	<p>In some ways, we've already peeked at this data, but not quite so coherently as in this chart, which looks at the number of unique households visiting each month versus the total number of visits each month. As we mentioned earlier, we're running a pretty consistent average of 1.2 visits per household, although the total range of the number of visits per household can vary quite a bit. We're showing the data from this angle just to be sure we've checked all possible angles. If nothing else, it gives you an idea for the</p>
Month	Total Visits	Unique Households																														
Jan-09	250	220																														
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Aug-09	400	380																														
Sep-09	380	350																														

Cont...

		<p>total number of orders that we might handle in a given month; our peak, in July, was 450. We'd be just as happy being able to stay at the 300-350 range.</p>
Slide 88	<p>Products distributed per month</p>  <p>x-ref Product Distribution Patterns.pdf</p>	<p>If the number of total visits we handle each month seems large, the number of products distributed per month is dauntingly large. This graph may be the same physical height as the last one, but the scale is vastly increased – more than ten times larger, in fact.</p> <p>Here, we have data starting with January of 2008 – although as you'll see in a few minutes, the quality of data changes greatly between 2008 and 2009. (You'll notice, also, that we have no data for February, March, or November of 2008; those spreadsheets apparently never got translated and read into PEPbase.)</p> <p>The overall average number of products provided per visit has been staying between 13 and 16 throughout this time, and has been pretty consistent at about 14 for January through September 2009.</p> <p>Unfortunately, that average is more a reflection of our limitation on funds than it is of the need itself. As we'll be discussing in a few minutes, when we analyzed our ability to fill the requests from our guests, we were only reaching about 50% fulfillment. While this datum is somewhat skewed because of the guests' ability to make multiple sequential requests for products they haven't received, we still would probably have distributed half as many again more products than we show here.</p>

<p>Slide 89</p>	<p>And the total number of products distributed</p>  <p>x-ref Product Distribution Patterns.pdf</p>	<p>This chart shows the total number of each product we've distributed, from January 1, 2008, through October 31, 2009. (Data for 2006 and 2007 just plain isn't available.) The legend doesn't show all of the products – there isn't enough space. And not all of the products have been given out in sufficient quantity to show up on this chart. As you can see, though, there's a huge variation in quantity distributed across product; this is, again, not so much a reflection of the actual need as it is our ability to meet the need. Since we have tried to give funding priority to the products most frequently requested, there is at least <i>some</i> correlation between the quantity we've distributed and the relative demand for that product.</p>
<p>Slide 90</p>	<p>Shopping patterns</p> 	<p>Which brings us to the subject of shopping patterns, guest need, and the PEPbase software.</p>
<p>Slide 91</p>	<p>Product Control and Distribution</p>	<p>As we started looking at how we might control product distribution, we realized that the basic problem – and it became apparent very early in our experience, well within the first six months – is that an Essentials Pantry can't really be run the way a food pantry is.</p>

<p>Slide 92</p>	<p>The food pantry “standard box”</p>  <p>23 pounds of food, with a variety of food staples: enough to feed a family of 3 for 3-5 days</p> <p>x-ref: www.wmgleaners.org/pdfs/wwnwn.pdf</p>	<p>Food pantries have been in existence now for a lot of years, and there are a lot of good models, and a lot of good resources, for how to set them up, how to run them. Allow free choice between food stuffs, allow “at will shopping,” and provide a broad range of the components of the food pyramid, and you’re in pretty good shape; and you can pretty well predict how long how many pounds of food will last for a family of a given size.</p>
<p>Slide93</p>	<p>Personal and household hygiene products, on the other hand....</p>  <p>x-ref: PEPbase Getting Started.pdf, pages 13 ff</p>	<p>However, personal and household hygiene products are very different from food products.</p>
<p>Slide 94</p>	<p>Personal and household hygiene products, on the other hand....</p> 	<p>Families with no infants or toddlers probably don’t need diapers...</p>
<p>Slide 95</p>	<p>Personal and household hygiene products, on the other hand....</p> 	<p>Families with no teenage or adult women probably don’t need tampons...</p>

Slide 96	<p>Personal and household hygiene products, on the other hand....</p> 	<p>Families with no teenage or adult men probably don't need men's deodorant.</p>
Slide 97	<p>But then there are exceptions...</p> 	<p>On the other hand, there are families with special needs:</p>
Slide 98	<p>But then there are exceptions...</p> 	<p>Some individuals have medical conditions that cause incontinence, so that they continue to need diapers well after the "normal" age for potty training – even into adolescence or adulthood.</p>
Slide 99	<p>But then there are exceptions...</p> 	<p>Some families have members with allergies, and need fragrance-free products.</p>
Slide 100	<p>But then there are exceptions...</p> 	<p>And some children reach puberty far earlier than "normal," and need deodorant, razors, menstrual products.</p>

<u>Slide 101</u>	<p>And products can't be swapped...</p> 	<p>And unlike food pantries, where tuna, hamburger, and chicken are pretty interchangeable, few of our products can be swapped....</p> <p>Shampoo and deodorant, laundry soap and toothpaste, combs and toothbrushes are all pretty much single-purpose. Using a toothbrush to comb your hair is pretty futile; and so is trying to brush your teeth with your pocket comb.</p>																								
<u>Slide 102</u>	<p>To add to the problem...</p> <table><tr><th>Product</th><th>Lifespan</th></tr><tr><td>Laundry soap</td><td>30 days</td></tr><tr><td>Toothpaste</td><td>60 days</td></tr><tr><td>Shaving cream</td><td>45 days</td></tr><tr><td>Dental floss</td><td>120 days</td></tr><tr><td>Baby wipes</td><td>20 days</td></tr></table> <p>...different products have different life-spans</p> <p>x-ref: PEPbase Getting Started.pdf, page 14 ff</p>	Product	Lifespan	Laundry soap	30 days	Toothpaste	60 days	Shaving cream	45 days	Dental floss	120 days	Baby wipes	20 days	<p>To add to the problem, different products have different life-spans....</p>												
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<u>Slide 103</u>	<table><tr><th>Product</th><th>Lifespan: Household sizes 1-2</th><th>Lifespan: Household sizes 3-4</th><th>Lifespan: Household sizes 5-6</th></tr><tr><td>Laundry soap</td><td>30 days</td><td>27 days</td><td>24 days</td></tr><tr><td>Toothpaste</td><td>60 days</td><td>55 days</td><td>50 days</td></tr><tr><td>Shaving cream</td><td>45 days</td><td>40 days</td><td>35 days</td></tr><tr><td>Dental floss</td><td>120 days</td><td>105 days</td><td>90 days</td></tr><tr><td>Baby wipes</td><td>20 days</td><td>18 days</td><td>16 days</td></tr></table> <p>...especially as family size increases.</p>	Product	Lifespan: Household sizes 1-2	Lifespan: Household sizes 3-4	Lifespan: Household sizes 5-6	Laundry soap	30 days	27 days	24 days	Toothpaste	60 days	55 days	50 days	Shaving cream	45 days	40 days	35 days	Dental floss	120 days	105 days	90 days	Baby wipes	20 days	18 days	16 days	<p>...especially as family size increases.</p>
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<u>Slide 104</u>	<p>Finally...</p>  <p>...some products can be shared, and some <i>really</i> should not be.</p>	<p>Finally, some products can be shared, and some really, really should not be.</p>																								

Slide 105

PEPbase: The basic structure



x-ref: PEPbase Getting Started.pdf

The PEPbase software that we designed is based on the presumption that we need to be able to control the *product*, not the *guest*. That makes *much* more sense – as well as being more gracious and grace-full for our guests.

PEPbase consists of three databases, along with the user input and error-checking and control routines to let them communicate.

Slide 106

PEPbase: The Household database

— Update information for an existing household record —

Make any changes, corrections, or additions to the household record.

MFI INFO	Name <input type="text"/> Last <input type="text"/> First <input type="text"/> Middle <input type="text"/>		Phone <input type="text"/> Ext. <input type="text"/>		Print
	Address <input type="text"/>		City <input type="text"/> State <input type="text"/> Zip <input type="text"/>		
O/Fast INFO	Gender <input type="text"/>	Age <input type="text"/>	Married <input type="text"/>		
	Adm'ty <input type="text"/>	Birth Date <input type="text"/>	Gender <input type="text"/>	Adm'ty <input type="text"/>	Birth Date <input type="text"/>
Rel Date <input type="text"/>		Check <input type="text"/>			

Reg Date: 2010-01-10
 ADOL INFO: AD Verifed? Yes No
 Add Verifed? Yes No

DOB: Registered? Yes No
 DOB: Verified? Yes No

DO: When has someone been living in this house? (3/20/00)
 DO: How many have lived in this house? (4)

o Use Household Values

	Household Values		Personal Possessions		Set Household Overall Values		Personal Possessions	
	Total	Incident	Total	Incident	Total	Incident	Total	Incident
SOCIOGRAPH	0	0	0	0	Activity (1-7)	0	0	0
	0	0	0	0	Teens (1-17)	0	0	0
Last Visit	0	0	0	0	Youth (1-17)	0	0	0
2010-01-01	0	0	0	0	Infants (0-2)	0	0	0
Align to Household No					Align to Household No			

o Use Household Values

o Use Household Values
o Blank Checks
o Use Yes/No

Click on the household values to get more information.

The Household database gives us the information about household composition and demographics. We know who's associated with what household; we know how many people are in it, how old they are, and what gender they are; we know if they have special needs; we know whether there are language or reading difficulties; we know where they live.

Having this information means that we don't have to restrict shopping privileges to just one member of the household, or ask that they keep track of an identity card, or go through the same grilling every time as to who/ how/ what. No matter who comes in to do the shopping, we can find their household; no matter how long it's been since they last visited, we know how old everybody is; and nobody has to continually explain allergies or incontinence or overly precocious 10-year-olds who need deodorant.

Slide 107

PEPbase: The Product database

The Product database records the information for each product, essentially defining it. Is it for personal use only, or can it be shared by the entire household? Who would or would not be expected to use it? Is there anybody who absolutely *shouldn't* use it? How long should it last for this family? What's its name in Spanish? in French? in Hmong? Do we currently have it on our shelves, or is it out of stock?

Slide 108

PEPbase: Shopping History database

The Shopping History database is very simple: it tells us who got what, and when they got it, and how many of *it* they got.

Slide 109

PEPbase: Connecting the info



x-ref Control Systems.pdf

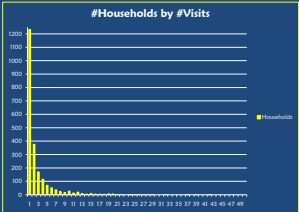
With the information from these three databases, the software has the information it needs to generate a customized shopping list for *this* guest at *today's* visit.

Is this household eligible for *all* of the Pantry's products? Or do we knock off women's deodorant and menstrual products because the only female in the household is still only 6 years old?...

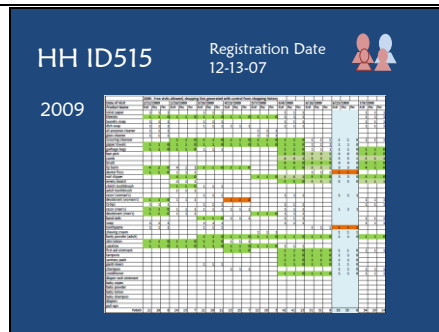
Are there any products that this household has received within that product's lifespan? Ah – they got laundry soap when they were here last week; they really shouldn't need that again this week. And they got toothbrushes last week, too; they shouldn't need those for another four months.

With this information, we won't be handing out products that shouldn't be

Cont...

		<p>needed by our guests, but there's no <i>arbitrary</i> constraint on what's available to them. They aren't done out of a product because they didn't request it in January and it's not on the February shopping list; but neither can they request a product every week that should last them months.</p> <p>We have the control we needed, but we've done it in terms of controlling the <i>product</i>, <i>not</i> restricting our guests. We've done it, essentially, by analyzing the <i>need</i> first, and then trying to match the <i>control</i> to the <i>need</i>, rather than matching the <i>need</i> to the <i>control</i>.</p>
Slide 110	<p>Shopping patterns, revisited</p>  <p>x-ref: Shopping Snapshots.pdf</p>	<p>So, what effect has the implementation of PEPbase had on shopping patterns? What can the shopping patterns tell us about this need area?</p> <p>To start exploring these questions, we looked at the five households that have made 20 visits. Again, like almost everything we're reporting here, this wasn't a very scientifically chosen subset, but it gave us a reasonable number of households to examine, who we thought had a fair chance of giving us reasonable variance in product requests. Although we hadn't selected on this basis, we were fortunate that all of them had made multiple visits in both 2008, before the PEPbase shopping history was implemented, and in 2009, when we had the full control provided by the Product and Shopping History databases.</p>

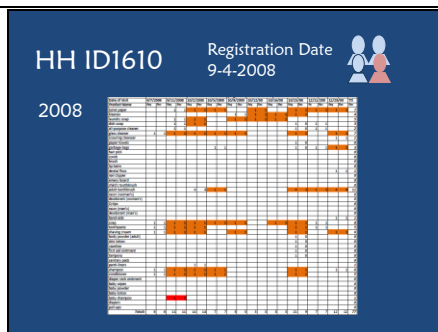
<p><u>Slide 111</u></p>	<div data-bbox="315 153 730 480" data-label="Complex-Block"> <p>2008 capabilities</p> <ul style="list-style-type: none"> • Full access to household composition • Honor system: "Please don't ask for what you've already gotten" • Some information available on shopping history <p>2009 capabilities</p> <ul style="list-style-type: none"> • Full access to household composition • Full access to shopping history information • Full linkage of product and shopping history, so product distribution limited by function </div> <div data-bbox="378 485 683 598" data-label="Text"> <p>x-ref Control Systems.pdf x-ref PEP_History.pdf x-ref Summative Household & Registration Data.pdf</p> </div>	<p>During 2008, we had removed the previous restrictions on the frequency and number of visits that households could make. In retrospect, we should have waited until PEPbase was fully operational – but we had already seen how difficult it was to control number or frequency of visits with our old paper-based system, <i>and</i> we believed that PEPbase would be operational much earlier than it in fact was. So, for 2008, we essentially operated on an honor system, asking our guests to refrain from requesting any products they'd gotten that they were still able to use – for instance, shampoo that was still half-full.</p> <p>In 2009, PEPbase became fully operational, and guest shopping lists changed from "anything goes, but please use restraint" to computer-controlled lists specific to <i>that</i> household <i>at that</i> visit.</p>
<p><u>Slide 112</u></p>	<div data-bbox="315 1150 730 1480" data-label="Figure"> </div> <div data-bbox="378 1484 683 1512" data-label="Text"> <p>x-ref: Shopping Snapshots.pdf</p> </div>	<p>This household has been with us since December of 2007; coming so late in 2007, they did not have much experience with the original system of limited visit frequency and number. As you can see from the orange and red highlights, there were significant problems with products being given out more frequently than they should have been (the orange highlights) or inappropriately (the red highlights). Since there is no child 3 years or younger, nor any child who is medically incontinent, there is no reason for this household to have needed diapers or any of the ancillary products.</p>



By contrast, the 2009 snapshot shows very little inappropriate product distribution – and all of that is actually due to *Pantry* error, not guest requests. The two products distributed in error in the column highlighted in blue were due to the fact that the computer system was down, and therefore the shopping history could not be checked. In the third instance, the guest was only eligible for one woman's deodorant (having already received one of the two deodorants allowed to the household within product lifespan), but requested two – and the Pantry staff member didn't think to check the guest's request against the maximum indicated on the shopping list.

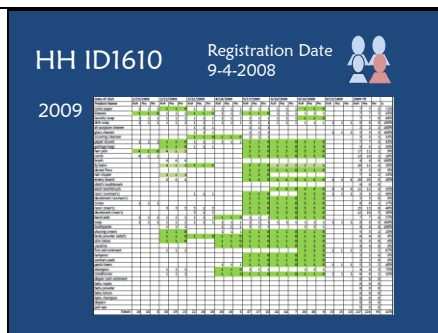
We also now have information on what products the guest requested that we were unable to fill – information that we had not had in 2008. As you can see, there's a lot of that; our overall fulfillment rate for this guest across all of 2009 was only 41%. On the other hand, the products that we were unable to fill remained available to this household, as you can see by the long horizontal stripes of green, where a product was requested across multiple sequential visits. (The lighter olive green indicates product where we were able to fill some but not all of the number of items requested – 1 hair pick rather than 4, 1 comb rather than 3.)

Slide 114



Household 1610 registered relatively late in 2008, when we were beginning to think that we might have developed reasonable success in explaining the honor system of product requests. Unfortunately, this household is Cantonese, and English is very definitely a second language for them. As you can see, they were getting products *very* frequently; the first eight visits, in fact, occur within the space of less than two months. We also have an extraneous infant product – baby shampoo – provided when there are no infants in the family.

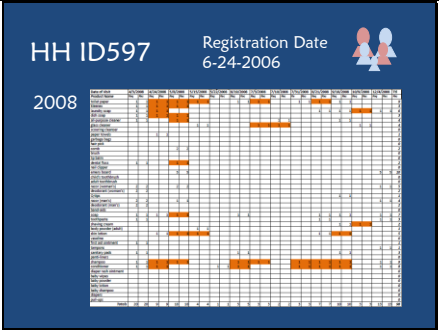
Slide 115



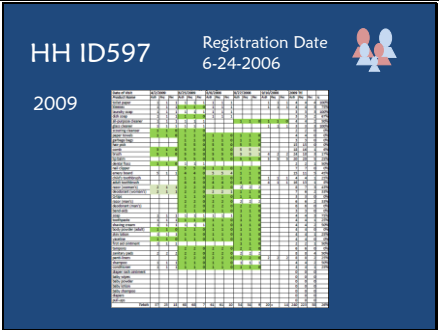
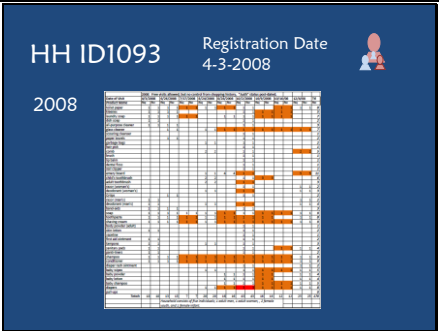
With the onset of the new system in 2009, several things change. One of the changes we can probably attribute to increased command of English; we begin to see requests for products that had been almost completely ignored in 2009 – men's and women's razors and deodorant. Again we see products requested across multiple sequential visits, indicating that these products remained in demand. If you look closely, you may also be able to notice that when we were able to provide *some* but not *all* of a particular product, the quantity that the guest was authorized to request on the next visit was adjusted. With lip balm, for instance, the household received 2 of the requested 4 on June 18; for the August 16 visit, the authorized quantity changed to 2.

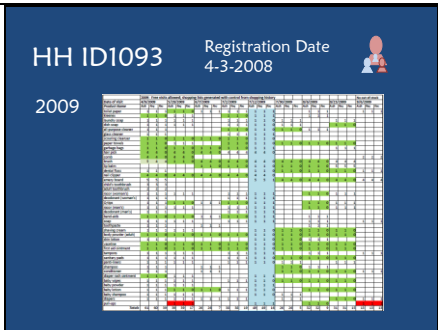
This is also a household that has visited since September 1 of this year, so the number of requested products that were not provided has diminished greatly as far

Cont...

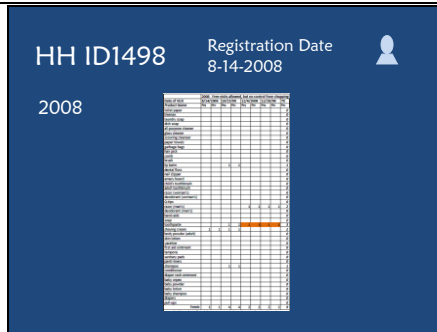
		<p>as the visual record is concerned. Unfortunately, this is probably not a reflection of diminished demand; beginning in September, we have been inactivating any products we do not have on the shelf, so that they do not even appear on the shopping list.</p>
Slide 116		<p>This household was one of our earlier registrations, having begun with us a mere two weeks or so after we opened. Most of us at the Pantry – and certainly I – would probably also have described the household, and especially our primary contact, as one of our more troublesome.</p> <p>However, impressions are not always based on fact. I will confess to more than a little surprise (when I discovered that this household was one of the five to be snapshotted) at how little this household has actually asked for. Now, this may be because, for 2008, we have only the data on the products that were actually given to the household; the “requested” is an automatic echo of the “received.” It may be that she actually requested five or ten or twenty times the number of products shown here, but that we simply don’t have the data to show it. She has, as you can see, been a fairly regular visitor; her first five 2008 visits occur within the space of two months; after that, she varies between about every two weeks and every month.</p> <p>She has certainly been typical in repeated sequential requests for products that should in fact have lasted her longer. However, there are also long spells where</p>

Cont...

		<p>she has at least not <i>received</i> – again, she may have <i>requested</i> – more than a handful of products.</p>
Slide 117		<p>The 2009 data may very well be more typical of this household's request patterns – although we must also point out that the visits have gotten much further spaced out. Her last visit in 2008 was December 4, and her next visit does not occur until four months later.</p> <p>She also seems to have switched strategies markedly, asking for the full authorized quantity of most products she is eligible to request. Have her circumstances changed, that she has fewer resources than she did in 2008? Has the “authorized” nature of her shopping list – that is, the fact that her shopping list is more explicitly described as containing all products that her household is eligible for – changed how she views the Pantry's resources? The numbers themselves don't answer those questions – but they are questions we need to be asking.</p>
Slide 118		<p>In contrast to Household 597, which we had incorrectly judged as a problem household, we had seen this household as one of our more understanding, compliant households. The data showed the situation to be quite different. While few of the noncompliant requests are truly egregious, there are three visits between October 2 and October 16 – a period of only two weeks – where this household requested and was given multiple tubes of toothpaste, of shaving cream, of conditioner, and various baby products. In</p>

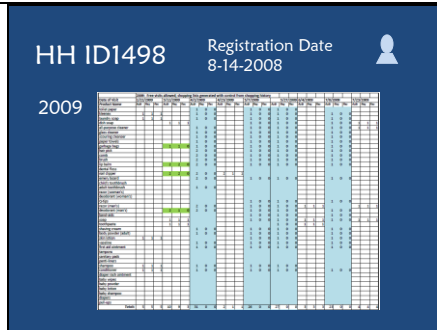
		<p>addition, there is one instance where the household requested and received three packs of diapers – with only one infant in the household.</p>
Slide 119	 <p>HH ID1093 Registration Date 4-3-2008</p> <p>2009</p>	<p>With the implementation of PEPbase in 2009, the noncompliance essentially disappears, at least as far as the guest's actions. There are two instances where the guest received <i>both</i> diapers <i>and</i> pull-ups, but that is the result of Pantry staff not understanding or not enforcing the policy of either/or rather than both.</p> <p>This guest also benefited from PEPbase's ability to override the normal policies regarding who can request and receive deodorant and razors. Her son, who is only 9, has reached puberty, and definitely (according to his mother, who should know) needs to use deodorant. By telling PEPbase to use the override values for the household, and counting the son as an adolescent in the Manual Override Values, PEPbase automatically generates a shopping list that not only includes women's deodorant for the mother but men's deodorant for the son.</p> <p>We again see multiple rows of green, where the guest requested but did not receive a product, and re-requested it the next visit. This information is part of the data that we consider as we decide the relative demand for the various products, and how we will use our limited funds.</p>

Slide 120



Household 1498 also registered relatively late in 2008. He also served (and serves) as a staff member, so we would not expect to see – and indeed do not see – much in the way of compliance problems. In fact, the only product for which he’s noncompliant is toothpaste. Since this gentleman is homeless, it is entirely possible that he lost the toothpaste he’d received, and needed to request another tube. He may also have given a tube away to someone at the shelter, knowing (however erroneously) that he would be able to get a replacement tube from us.




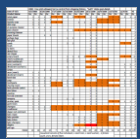
Slide 121



By contrast, 2009 is marked mostly by visits where he was eligible for products, but did not request them – all of the visits highlighted in blue. This is an aspect of PEPbase’s capabilities that we had not been aware of. When we reviewed the compiled shopping history reports, these visits would have been almost completely ignored, because, although he was eligible for a product, he did not request it, so, unless we reviewed the numbers *very* carefully, we wouldn’t see his visits. However, they still count as visits, so they show up when we look at the number of unique households each month, and they show up when we look specifically at visit history by household.

Because this gentleman is a Pantry staff member, he could have – and probably did – look at what was authorized for him on these visits, look at what we had on the shelf (all of the visits on this page are prior to September 1, when we began de-

Cont...



		listing out of stock products), and determine that, of those few items that we in fact still had on our shelves, he needed them less than he thought our guests did.
Slide 122	<p>In summary, we know...</p>  <p>...that there is very little data currently available on this need.</p>	In summary, we know that there is very little data currently available about this need, and that we need much, much more information than we have.
Slide 123	<p>In summary, we know...</p>  <p>...that this need area is larger than most of us had assumed.</p>	We know also that this area of need is larger than most researchers, and most people generally, had assumed or had given thought to.
Slide 124	<p>In summary, we know...</p>  <p>That personal and household hygiene are important for the success of other poverty abatement areas.</p>	We know that personal and household hygiene is important for the success of other poverty abatement areas. It's true that if someone is in immediate danger of dying of starvation they won't be particularly concerned about washing their hair – but again, the best food in the world won't be put to good use if they can't wash the pots and pans they cook with, or the plates and silverware they eat with.
Slide 125	<p>In summary, we know...</p>  <p>That completely free access to and choice of products means inequitable distribution.</p>	We know that relying on the honor system isn't really effective. It's not so much greed as that folks who believe themselves to be in a scarcity economy will, automatically, hoard. That also means that <i>some</i> folks will ask for and get <i>more</i> product, more <i>often</i> , than they truly need, while others won't receive enough.



<p>Slide 126</p>	<p>In summary, we know...</p>  <p>That control of distribution should be based on product function, not through restriction of guest access.</p>	<p>We also know that, at least in this area, equitable control of distribution is more effectively done based on product function and longevity rather than by restricting the number or frequency with which guests can visit.</p>
<p>Slide 127</p>	<p>What We Don't Know</p>	<p>...and we know that there's still a lot we don't know.</p>
<p>Slide 128</p>	<p>Looking at the need area</p> <p>I shall not today attempt to further define... pornography. But I know it when I see it. Judge Potter Stewart</p> <p>We can't define what constitutes "enough" housework or personal hygiene... but we know it when it isn't there.</p> <p>x-ref: What Is Housework.pdf</p>	<p>We still don't know the magnitude of this need – or even how to define “normal” costs for personal and household hygiene. We don't even have a definition of what constitutes “enough” for either housework or personal hygiene.</p>
<p>Slide 129</p>	<p>Looking at household tenure</p>  <p>x-ref: Summative Household & Registration Data.pdf</p>	<p>We still don't know what the “typical” pattern of activity is for households needing our services. Is this, like the need for and use of food pantries, mostly a pattern of short-term crisis, or repeated short-term crises, or is it apt to be a long-term need? We've defined “active” as visiting within the last 18 months. Is that definition adequate? Accurate? Useful?</p>
<p>Slide 130</p>	<p>Fulfillment studies from Zion</p> 	<p>A valuable capability from the PEPbase software has been the ability to look at how much, of what, has been authorized, how much has been requested, how much has been provided. A major value, of course, is to us internally, as we look at where we need to increase our product</p>

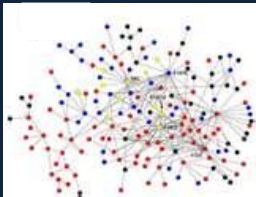


Cont...

	<div>x-ref: Fulfillment Analysis</div>	<p>procurement efforts. However, it's also starting to give us a handle on how <i>much</i> product might in fact be <i>enough</i> product.</p>																																																																											
<div>Slide 131</div>	<div>What they might show...</div> <table><tr><td>shampoo</td><td>1239</td><td>1200</td><td>590</td><td>49</td></tr><tr><td>handlotion</td><td>1199</td><td>1161</td><td>452</td><td>39</td></tr><tr><td>body wipes</td><td>826</td><td>808</td><td>351</td><td>38</td></tr><tr><td>paper towel roll</td><td>459</td><td>438</td><td>210</td><td>48</td></tr><tr><td>body powder</td><td>401</td><td>382</td><td>254</td><td>66</td></tr><tr><td>body lotion</td><td>451</td><td>435</td><td>192</td><td>43</td></tr><tr><td>body shampoo</td><td>444</td><td>428</td><td>276</td><td>64</td></tr><tr><td>napkins</td><td>556</td><td>705</td><td>507</td><td>72</td></tr><tr><td>hair care</td><td>371</td><td>482</td><td>205</td><td>45</td></tr><tr><td>Totals</td><td>5482</td><td>7292</td><td>4611</td><td></td></tr></table>	shampoo	1239	1200	590	49	handlotion	1199	1161	452	39	body wipes	826	808	351	38	paper towel roll	459	438	210	48	body powder	401	382	254	66	body lotion	451	435	192	43	body shampoo	444	428	276	64	napkins	556	705	507	72	hair care	371	482	205	45	Totals	5482	7292	4611		<p>We have noticed that as we were more able to provide product – as our overall fulfillment reached 50 percent – we also seemed to see an increase in the average number of days between visits. And for those products where we can reach at least 65% fulfillment, we seem to have greatly decreased frustration on the part of our guests, shown in a greatly decreased number of requests of “Please, I’m completely out; isn’t there any way that I can get...?”</p> <p>We are hoping that this means that our defined product lifespans are, if not <i>true</i> reflections of reality, at least <i>adequate</i> reflections of reality. We’re also hoping it means that these numbers are valid predictors of how much product is needed for a given population size.</p>																									
shampoo	1239	1200	590	49																																																																									
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Totals	5482	7292	4611																																																																										
<div>Slide 132</div>	<div>...and what they don't.</div> <table><tr><th colspan="5">Total Counts</th></tr><tr><th></th><th>#req</th><th>Req</th><th>Prov</th><th>%</th></tr><tr><td>total count visits</td><td>1811</td><td></td><td></td><td></td></tr><tr><td>toilet paper</td><td>1410</td><td>1437</td><td>1171</td><td>81</td></tr><tr><td>shampoo</td><td>1510</td><td>1476</td><td>254</td><td>16</td></tr><tr><td>body soap</td><td>1448</td><td>1414</td><td>1190</td><td>84</td></tr><tr><td>body soap</td><td>1454</td><td>1420</td><td>889</td><td>61</td></tr><tr><td>glass cleaner</td><td>858</td><td>827</td><td>735</td><td>89</td></tr><tr><td>all-purpose cleaner</td><td>1001</td><td>973</td><td>782</td><td>80</td></tr><tr><td>body lotion</td><td>1043</td><td>1011</td><td>120</td><td>12</td></tr><tr><td>paper towels</td><td>1605</td><td>1558</td><td>214</td><td>14</td></tr><tr><td>body lotion</td><td>1382</td><td>1345</td><td>387</td><td>29</td></tr><tr><td>hair care</td><td>813</td><td>2210</td><td>167</td><td>7</td></tr><tr><td>tooth</td><td>901</td><td>2203</td><td>628</td><td>29</td></tr><tr><td>tooth</td><td>1175</td><td>2914</td><td>169</td><td>6</td></tr></table>	Total Counts						#req	Req	Prov	%	total count visits	1811				toilet paper	1410	1437	1171	81	shampoo	1510	1476	254	16	body soap	1448	1414	1190	84	body soap	1454	1420	889	61	glass cleaner	858	827	735	89	all-purpose cleaner	1001	973	782	80	body lotion	1043	1011	120	12	paper towels	1605	1558	214	14	body lotion	1382	1345	387	29	hair care	813	2210	167	7	tooth	901	2203	628	29	tooth	1175	2914	169	6	<p>But the numbers really don't confirm that our lifespan definitions are accurate; they only confirm that our guests seem to be able to cope with our definitions. We do know that requests for products with fulfillment rates of 30% or less are artificially high – because they are repeated requests for products we didn't have in stock – but we don't know <i>how much</i> too high they are. How many of these are repeated requests by the same household?</p> <p>We also need to look at indirect effects of increased fulfillment. We do know, again anecdotally and from informal review, that when families get a larger</p>
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		<p>percentage of what they asked for, they tend to visit less frequently – which means that they don’t need to spend as much on gas or busfare to get to us. How much money does that free up for them to use for their utility bills, their rent, or the household products they didn’t get from us?</p>
Slide 133	<p>Effects of culture</p> 	<p>We also don’t know how culture affects this need area. We do know from our experience that there are many products that “typical” Americans (if there is such a thing) would regard as standard that our Hmong families find exotic and strange. We also know that the needs of people of color for skin and hair care products are very different from those of Caucasians. But we don’t know what else we might be overlooking, or even how best to look into the subject.</p>
Slide 134	<p>Who else is out there?</p>  <p>x-ref: Personal Essentials Pantries.pdf</p>	<p>We don’t even know if we’re overstating how few resources are going to this need. We’ve done every search we can think of, and besides the two other essentials pantries here in Wisconsin, inspired by the Zion model, we’ve only been able to locate three other pantries of this sort: one in Quincy, Massachusetts, founded in 2004, and two in Maine, begun just this year. Are there others out there? If so, where? and how do they operate?</p>

Slide 135	<p>Where We Can Go From Here...</p>	<p>So, where can we go from here? Where <i>should</i> we go from here?</p>
Slide 136	<p>What are the “normal” costs?</p>  <p>x-ref: http://www.bls.gov/cex/csxann05.pdf</p>	<p>Although we have normative descriptive data for this area, we really have no idea what the “normal” <i>needs</i> are. How much does it cost to adequately maintain self and home?</p> <p>We need to start taking “women’s work” and “housework” seriously enough to look at the costs involved. There are ads all over TV these days about the cost to maintain this or that car; can we develop similar measures for maintaining home and family?</p>
Slide 137	<p>What’s the supply pipeline?</p> 	<p>Given that we know that there <i>is</i> a need, we need to start working together to figure out the supply pipeline for pantries such as ours. Are there reliable sources of donated products similar to those for Feeding America and food pipelines? Can we set up cooperative buying agreements? Should we be looking at separate supply networks, or can we work with the agencies already supplying folks doing direct service? What’s the best way to explore this question?</p>

<p>Slide 138</p>	<p>How can we best network?</p>  <p>x-ref www.zionmadison.org/Personal_Essentials_Pantry.html</p>	<p>How can we best share information with each other? And <i>what</i> information do we need to be sharing? And who should we be sharing this information <i>with</i>?</p>
<p>Slide 139</p>	<p>A model is just a model...</p> 	<p>As we look at all of these questions, and all of the questions we don't even know enough to ask, though, we need to remember that a model is just a model. We've already seen, as we talked about the demise of the Toilet Paper Fairy, how easy it is to fall into the habit of building so-called authoritative models based on very biased and narrow perspectives. We need to remember that every model we develop, every categorization scheme, every need hierarchy, is only a model....</p>
<p>Slide 140</p>	<p>...it's not life.</p> 	<p>...it isn't life. We need to be open to life, and life abundant, for all of God's people.</p>
<p>Slide 141</p>	<p>15' Q&A</p>	<p>So – now it's up to you.</p>